



# ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **312225 /**

Original Date / Revision  
09/24/12 09/26/12

Advertiser **Arpaio / Republican / Sheriff**

Agency **SRCP Media**

Buying Contact

**201 N Union Street - Suite 200  
Alexandria, VA 22314**

Product

**Arpaio for Sheriff**

Agency Com 15%

Billing Contact

**201 N Union Street - Suite 200  
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **294**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 14% Market Value 197500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	39500
KPNX	20%	39500
KPPX	%	0
KSAZ	20%	39500
KTVK	26%	51350
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	71	\$17,977.50	\$21,150.00	0.00
October 2012	23	\$5,525.00	\$6,500.00	0.00
<b>Totals</b>	<b>94</b>	<b>\$23,502.50</b>	<b>\$27,650.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	71	\$17,977.50	\$21,150.00
10/01/12	10/01/12	23	\$5,525.00	\$6,500.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/25/12	09/28/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	- TWTF - -	4		\$500.00		0.00						
N 2	KNXV	10/01/12	10/01/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	M- - - - -	2		\$550.00		0.00						



KNXV

Print Date: 09/26/12

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Contract / Revision **312225** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/26/12

Order Sep 00:13:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **294**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KNXV	09/25/12	09/28/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	4	\$850.00	P-3	0.00 NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					4	\$850.00		0.00		
N 4	KNXV	10/01/12	10/01/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M- - - - -	:30	1	\$850.00	P-3	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					1	\$850.00		0.00		
N 5	KNXV	09/29/12	09/29/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S-	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S-					1	\$450.00		0.00		
N 6	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$850.00	P-3	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S					1	\$850.00		0.00		
N 7	KNXV	09/25/12	09/28/12	Nightline Nightline	CM	1035p-1102p / 113-	TWTF - -	:30	8	\$350.00	P-3	0.00 NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					8	\$350.00		0.00		
N 8	KNXV	10/01/12	10/01/12	Nightline Nightline	CM	1035p-1102p / 113M-	- - - - -	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					2	\$450.00		0.00		
N 9	KNXV	09/25/12	09/28/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	TWTF - -	:30	8	\$75.00	P-6	0.00 NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					8	\$75.00		0.00		
N 10	KNXV	10/01/12	10/01/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	- - - - -	:30	2	\$100.00	P-6	0.00 NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					2	\$100.00		0.00		
N 11	KNXV	09/25/12	09/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	8	\$225.00	P-3	0.00 NM	8	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					8	\$225.00		0.00		
N 12	KNXV	10/01/12	10/01/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M- - - - -	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					2	\$150.00		0.00		
N 13	KNXV	09/29/12	09/29/12	PR Various Non-Net 1 PR Various Non-Net 1	CM	830-9p	- - - - - S-	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S-					1	\$250.00		0.00		
N 14	KNXV	09/25/12	09/28/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	4	\$550.00	P-3	0.00 NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					4	\$550.00		0.00		
N 15	KNXV	10/01/12	10/01/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	2	\$550.00	P-3	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Hiatus Dates

Original Date / Revision 09/24/12/ 09/26/12

Order Sep 00:13:00

Advertiser **Arpaio / Republican / Sheri** Product **Arpaio for Sheriff**

Estimate # **294**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	10/01/12	10/01/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$550.00		0.00			
N 16	KNXV	09/25/12	09/28/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-TWTF--	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$150.00		0.00			
N 17	KNXV	10/01/12	10/01/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M-----	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$150.00		0.00			
N 18	KNXV	09/25/12	09/28/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-TWTF--	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$350.00		0.00			
N 19	KNXV	10/01/12	10/01/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M-----	:30	2	\$200.00	P-6	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$200.00		0.00			
N 20	KNXV	09/25/12	09/28/12	M-F 10am-11am The View	CM	10am-11am	-TWTF--	:30	8	\$300.00	P-6	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					8	\$300.00		0.00			
N 21	KNXV	10/01/12	10/01/12	M-F 10am-11am The View	CM	10am-11am	M-----	:30	2	\$300.00	P-6	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$300.00		0.00			
N 22	KNXV	09/25/12	09/28/12	M-F 9am-10am Sonoran Living	CM	9am-10am	-TWTF--	:30	8	\$75.00	P-6	0.00	NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					8	\$75.00		0.00			
N 23	KNXV	10/01/12	10/01/12	M-F 9am-10am Sonoran Living	CM	9am-10am	M-----	:30	2	\$75.00	P-6	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$75.00		0.00			
N 24	KNXV	09/25/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TWTF--	:30	8	\$225.00	P-3	0.00	NM	8	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					8	\$225.00		0.00			
N 25	KNXV	10/01/12	10/01/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M-----	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					4	\$150.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 94 \$27,650.00